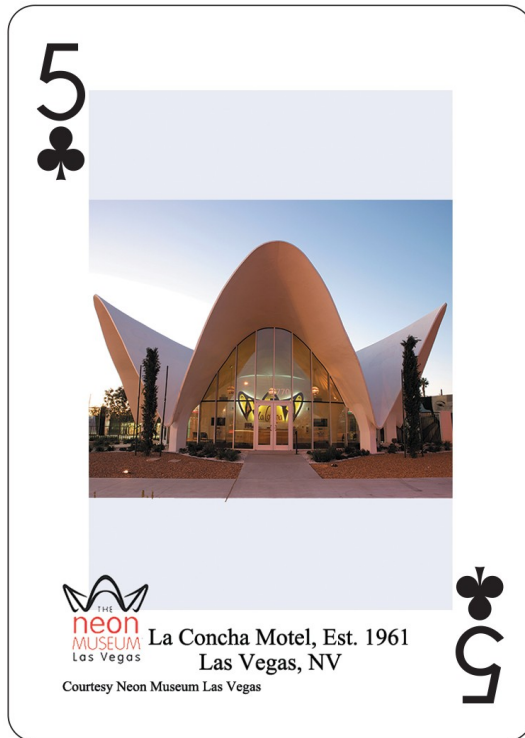


The La Concha Motel Lobby Neon Museum, Clark County



The distinctive and curvilinear La Concha Motel lobby is a striking example of Mid-Century modern design characterized by Atomic- and Space Age shapes and motifs. A popular name for this type of architecture is “Googie,” which describes a style that references a time when the United States was enthusiastically anticipating the future. The shell-shaped building was designed by acclaimed architect Paul Revere Williams and was originally constructed in 1961 on Las Vegas Boulevard South (next to the Riviera Hotel). The La Concha lobby was saved from demolition in 2005 and moved in 2006 to its current location to serve as the museum’s Visitors’ Center.

Today, restored signs can be viewed as public art and visited on a self-guided tour twenty-four hours a day, seven days a week. The gallery includes signs from among others, the Lucky Cuss Motel, the Bow & Arrow Motel, The Silver Slipper, Binion's Horseshoe, the Normandie Motel, Dot’s Flowers, the Landmark, and 5th Street liquors.

For more information on the La Concha Lobby or the Neon Museum visit:

www.neonmuseum.org

